

Promotional Toolkit:

[Program / Project / Initiative]

Prepared by Trailhead Institute

Program / Project / Initiative Overview

Purpose of this Toolkit

This communications toolkit has been developed by Trailhead Institute for promotional use for expanding awareness and engagement with [Program/ Project/ Initiative]. For questions regarding this toolkit reach out to Trailhead at communications@trailhead.institute.

Please Note: *The copy provided here is simply suggested copy. Trailhead trusts and values the expertise and passion of all partners who are connected to and inform this work. We welcome all to bring their unique voice to talking about this initiative.*

Resources Included

Sample Web Copy	2
Sample Newsletter Copy	3
Sample Social Copy	3
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Joint Press Release Copy	4

Goals of Promotion

- I.
- II.
- III.

Target Audience(s)

Sample Web Copy

Sample Headers:

Body copy:

Call to action:

Link:

Sample Newsletter Copy

Sample headers:

Sample body copy:

Call to action:

Link:

Sample Social Copy

Channel + character count

Recommended Hashtags (Case Sensitive Recommended Practice for Accessibility)

Joint Press Release Copy

FOR IMMEDIATE RELEASE

Media Contact:

Name

Email

Phone Number

A Brief, Tweet-able Headline

One or two subheadlines that explains your organization's news and who it impacts

Include additional info here that helps add context and will intrigue readers; keep it brief

CITY, STATE – Month XX, 2022 – Start your release with a clear, concise statement of the news. Restate your organization's name and provide the necessary details for the story, linking to a web page that is directly related. Your readers should know the who, what, and when within the first paragraph. Include key statistics and the names of key players in this paragraph, but keep it brief; audiences will often read just the first few lines of your release, so you need to pack these sentences with all of the key information. End the first paragraph (or add a standalone line) with your call to action – it should be direct and easy to understand.

The second paragraph is where you can tell your readers why the information in the first paragraph is important. You've gotten the crucial details out; now it's time to give them more context. How does the information in the first paragraph impact them? How does it impact your company? Include more here to back up what you're saying, and remember to show, not tell. If you're including hard numbers, incorporate one hyperlink here to show where you got them, or use a chart to visually showcase your story. By this point, your readers should be able to tell you why this story is important enough for them to keep reading.

When applicable (don't force it), include a list to:

- Highlight important takeaways for readers
- Summarize key figures related to your news
- Make your release more visually appealing and easier to scan

“Giving a quote is usually a great idea,” said [Source], [Title].

Provide more of the details about the news and your company, if needed.

Any other relevant information should go after your fourth paragraph, along with any other quotes (unless you have two equally important people who both need to be quoted early on). Take the opportunity to direct your readers to supporting resources with one more hyperlink. If your news is very technical or

industry-specific, feel free to take more time here to explain what it is and how it works at this point. Be careful not to ramble; think like a journalist. Restate your call to action at the end of your release.

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Your Organization

This is your boilerplate – it gives journalists and readers a brief overview of your organization. Tell them who you are, what you do, where you're located, and who you serve. Include one sentence on your organization's values, notable achievements, certifications, or anything else that your audience and the media benefits from knowing. Tell them where they can go to find more information about your organization and include a link to your homepage here as well. If you'd like, include your social media handles here too.

Partner Organizations [If co-releasing]

This is their boilerplate.